

ORDER

**KSNV**

Orders
Order / Rev: 105170
Alt Order #: 06838767
Product Desc: OCEGUERA FOR CONG
Estimate: 1558
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/06/12 / 08/06/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Oceguela for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	23	\$16,175.00	\$13,748.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	23	\$16,175.00	\$13,748.75	0.00
Totals	23	\$16,175.00	\$13,748.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	37%	\$16,175.00
Market	100%	\$43,716.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$11,366.22
KLVB	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$8,306.08
KTUD	0%	\$0.00
KVVU	16%	\$6,994.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$874.32

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/14/12	08/20/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/14/12	08/20/12	MTWTF--			2		\$400.00		0.00				

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E 1	KSNV	08/14/12	08/20/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	2		\$400.00		0.00						
E 2	KSNV	08/14/12	08/20/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	3		\$700.00		0.00						
E 3	KSNV	08/14/12	08/20/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	2		\$1,400.00		0.00						
E 4	KSNV	08/18/12	08/18/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$625.00		0.00						
E 5	KSNV	08/19/12	08/19/12	Sunday Today Sunday Today TODAY ON SUNDAY no pgm 8/5, 8/12	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$625.00		0.00						
E 6	KSNV	08/14/12	08/20/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	3		\$500.00		0.00						
E 7	KSNV	08/14/12	08/20/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	2		\$325.00		0.00						
E 8	KSNV	08/14/12	08/20/12	Noon News Noon News NEWS 3 AT NOON	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	2		\$425.00		0.00						
E 9	KSNV	08/14/12	08/20/12	The Doctors The Doctors THE DOCTORS	CM	2pm-3pm	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	1		\$325.00		0.00						
E 10	KSNV	08/14/12	08/20/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	1		\$600.00		0.00						
E 11	KSNV	08/14/12	08/20/12	M-F Early News M-F Early News EARLY NEWS	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	2		\$1,000.00		0.00						
E 12	KSNV	08/14/12	08/20/12	M-F News 3 at Eleven M-F News 3 at Eleven NEWS 3 NIGHTSIDE	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	2		\$1,100.00		0.00						
E 13	KSNV	08/18/12	08/18/12		CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Sa-Su News 3 at Eleven										
				Sa-Su News 3 at Eleven										
				NEWS 3 NIGHTSIDE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S-		1		\$1,100.00		0.00				
													Totals	\$16,175.00